

**Minutes of the  
Corona del Mar Business Improvement District  
Board Meeting**

**December 4, 2014  
City of Newport Beach City Hall  
Corona del Mar Conference Room, 1<sup>st</sup> Floor, By E  
100 Civic Center Drive, Newport Beach, CA**

**I. Call to Order**

Chairman Svalstad called the meeting to order at 7:33 a.m.

**II. Roll Call**

Chairman Svalstad called the roll.

Board Members Present:

Chairman Svalstad; Vice Chair Laidlaw; Director Walker; Director Lim;  
Director Dawson; Director Prause

Board Members Absent:

Director Palmer; Director Nicholson

City Representatives:

Council Member Edward Selich; Council Member Nancy Gardner; Public  
Information Specialist Mary Locey; Council Member (2015) Scott Peotter

BID Consultants:

Linda Leonhard, BID Marketing Consultant and Administrative Services  
(Corona del Mar Chamber of Commerce)

Guests:

Amy Senk (Corona del Mar Today) and Jim Mosher

**III. Public Comments on Agenda Items**

None

**IV. Approval of Minutes**

Vice Chair Laidlaw made a motion to approve the October 23, 2014 Board  
Minutes. Director Dawson seconded the motion.

The motion carried by the following roll call vote:

Ayes: Svalstad, Parker, Lim, Prause

**V. Current Business**

A. Project Updates

1. City Council Report: Mr. Ed Selich reported that he was still working on the pocket park and expects it to move forward.
2. City Staff Report: Mr. Mike Pisani and Mr. George Murdoch from Municipal Operations were present. Discussion of the parking situation as it relates to street sweeping was held. They presented a plan that reduced the hours of prohibited parking during street sweeping from four hours to three hours. It was recommended that around PCH prohibited parking during street sweeping end an hour earlier at 11:30am to allow the restaurants to accommodate lunch customers. It was also recommended to synchronize the times so that parking is prohibited on each side of the street during the same times of day (although parking is still to be prohibited on different days on each side of the street). Other items brought up were that the trees by Ruby's cut down were cemented over, and a question regarding the maintenance schedule for cleaning up at the Saturday morning farmers market in the Village.
3. Marguerite & PCH (Svalstad): Proposed intersection landscape and hardscape improvement project. Upcoming community workshop on project to take place. Suggestion to place a banner on Marguerite advertising the community workshop.
4. Gateway (Walker): Proposed intersection improvement project at MacArthur Blvd. and PCH. Director Walker reported that he had met with Mr. Mike Sinacori, Newport Beach Assistant Public Engineer, regarding curb elevations to ensure safe turn from PCH to Carnation.
5. Tree Well Maintenance (Laidlaw): Tree well landscaping and irrigation. Director Laidlaw reported that the new vendor is working out well, and he recommends giving the sample tree wells a bit more time to determine if landscape is optimal choice for other Corona del Mar tree wells.
6. Parking Management Plan (Walker): Proposed parking plan and study for the Business District. Chairman Svalstad and Director Walker reported that they met with Council Member Tony Petros. To garner the support of the City Council, the BID needs to specify how it would like to revise the parking code and provide incentives for council to make these revisions. For example, one suggestion would be to reduce the parking requirements for restaurants due to the incentive of a shared valet parking center. Also discussed was the parking garage on Avocado Avenue and if it could be partially designated for public parking. Overall, it will be

necessary to demonstrate to the City Council the necessity to revise the parking code in order to make the business district more vibrant. Currently, the expense for restaurants to comply with the parking requirement in the Corona del Mar village is a huge deterrent for them to reside in the area.

7. Revitalization/Maintenance Items (Svalstad): Maintenance of existing street furniture and proposed new items. Maintenance/revitalization of the trash receptacles is complete. The news racks are still in bad shape and in need of maintenance. The goal is to have the bad ones removed and new concrete ones with the village insignia placed in new locations.

- B. Financial Reports. Review of BID monthly and annual financial reports and budgets. Discussion that carry-over from last year needs to show up on income. Further discussion regarding Corona del Mar Business Improvement District billing to be sent out as well as past due collections.

- a. ACTION ITEM: Mary Locey reported that she would look into including carry-over on financial reports.

- C. Capital Improvements FY 15/16 (Palmer/Svalstad)  
Summary: Board discussion and recommendations of Capital Improvement projects for 2015-2016 to be submitted to the City Council for upcoming goal setting meeting:

CIP Project Priorities FY 2015/2016 for City Planning Session

| Priority | BID Project  | BID Funding | City Funding | City Staff | City Ordinance | Assistance                                     |
|----------|--|-------------|--------------|------------|----------------|--|
| 1        | <b>Gateway Project</b><br><i>Proposed intersection improvement project at MacArthur and PCH</i>  | \$50,000    | \$400,000    | Yes        |                | Assistance with Design, Construction & Funding |
| 2        | <b>Marguerite Project</b><br><i>Proposed intersection landscape &amp; hardscape improvements</i> | \$25,000    | \$25,000     | Yes        |                | Assistance with Design, Construction & Funding |

|   |   |          |          |     |     |  |
|---|---|----------|----------|-----|-----|--|
| 3 | <b>Parking Project</b><br><i>Evaluating parking ordinance &amp; implementation of parking solutions</i>     |          |          | Yes | Yes | Assistance with Evaluating & Drafting Ordinance (i.e., Valet Parking & Other Concepts) |
| 4 | <b>News Rack Project</b><br><i>Replacement of old &amp; damaged News Racks with Decorative Replacements</i> | \$10,000 | \$40,000 | Yes | Yes | Assistance with Drafting Ordinance & Funding   |
| 5 | <b>Median Lighting</b><br><i>Up-light Coast Hwy Median Landscaping</i>                                      |          |          | Yes |     | Assist with Evaluation of Electrical Installation                                      |

Director Walker moved to approve the above CIP Project Priorities with an additional \$10,000 in city funding to be allocated to the parking project. Lim seconded the motion.

Vice Chair Laidlaw amended the motion to include an additional \$5,000 in funding from the BID to also be allocated to the parking project.

The Amendment failed to carry.

Original Motion carried by the following roll call vote:  
Ayes: Svalstad, Dawson, Laidlaw, Prause

- D. Application for Open Board Seat (Svalstad)  
Application for open board seat by Mr. Hamid Kianipur, Corona del Mar 76 Station, was reviewed.

Chairman Svalstad made a motion to nominate Mr. Hamid Kianipur for City Council appointment on the January 13, 2015 agenda. Director Prause seconded the Motion.

Motion carried by the following roll call vote:  
Ayes: Dawson, Laidlaw, Lim, Walker

E. Marketing & Administration Report (Leonhard)

Ms. Leonhard recommended giving the beautification award to Villa Real Estate for the great work they recently put in.

Director Dawson made a motion to approve Villa Real Estate to be awarded the Business Beautification Award. Director Walker seconded the Motion.

The Motion carried by the following roll call vote:  
Laidlaw, Lim, Svalstad, Prause

Ms. Leonhard reported that the ad campaign has gone out in Daily Pilot, and several businesses took advantage of holiday lighting contest. The 2015 Directory for the Corona del Mar BID is in production, and advertising space is available. The directory is direct mailed to 12,000 households/businesses. For the first quarter of 2015, the website will become the priority.

Administrative Report: Ms. Leonhard reported that she is working on the chart of accounts and budget reviews for the next fiscal year. A print out of the business roster is available for any interested parties.

F. Corona del Mar Chamber Report (Leonhard)

Corona del Mar Chamber of Commerce programs and community updates. Ms. Leonhard reported that the Corona del Mar Christmas Walk was this upcoming Sunday, December 7, 2014.

**VI. Corona del Mar BID Announcement or Matters Which Members would like Placed on a Future Agenda for Discussion, Action or Report (Non-Discussion Items)**

None.

**VII. Public Comments on Non-Agenda Items**

Mr. Jim Mosher commented that when City Staff is present at a BID meeting to make a presentation, he felt that it should be given more prominence on the agenda. He felt that it was not obvious on the agenda for this meeting. Secondly, Mr. Mosher commented that when he checked the City website yesterday afternoon, he only found online a link to the minutes and the agenda, but not a link to the capital improvement list and finances handouts that were passed during this meeting.

**VIII. Adjournment**

Director Dawson made a motion to adjourn the meeting. Director Lim seconded the Motion.

Motion carried by the following roll call vote:  
Ayes: Laidlaw, Walker, Svalstad, Prause

Meeting adjourned at 9:13am.